10003974-1   Amendment

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This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-14.   (Cancelled)

15. (Currently Amended) ~~The method of claim 14,~~ A method of processing a print job of a customer and including advertising with the print job, the method comprising the steps of:
defining a print processing system controller having a plurality of advertisements registered therewith, each of the advertisements having a profile associated therewith;
defining a network communication link between the customer and the print processing system controller;
receiving a data file for the print job from the customer at the print processing system controller via the network communication link;
processing the data file for the print job and determining from the data file a content of the print job;
associating at least one of the advertisements with the print job, including automatically selecting the at least one of the advertisements based on the content of the print job and the profile of the advertisements; and
printing the print job;
and wherein the step of associating the at least one of the advertisements includes querying the customer for approval of associating the at least one of the advertisements with the print job and receiving a response thereto, and wherein printing the at least one of the advertisements includes printing the at least one of the advertisements with the print job if the response is favorable.

16-24.   (Cancelled)

25. (Currently Amended) ~~The system of claim 19,~~ <u>A system for processing a</u>
<u>print job of a customer and including advertising with the print job, the</u>
<u>system comprising:</u>
<u>a print processing system controller configured to have a plurality of</u>
<u>advertisements registered therewith, each of the advertisements having a</u>
<u>profile associated therewith,</u>
<u>wherein the print processing system controller is adapted to receive a data</u>
<u>file for the print job from the customer, determine a content of the print job</u>
<u>from the data file, and automatically select at least one of the</u>
<u>advertisements for the print job based on the content of the print job and</u>
<u>the profile of the advertisements;</u>
<u>and</u> wherein the print processing system controller is adapted to query the
customer for approval to associate the at least one of the advertisements
with the print job, receive a response thereto, and associate the at least
one of the advertisements with the print job if the response is favorable.

26-32. (Cancelled)